

FACT SHEET

PRIVATE OUTREACH PROGRAM

OVERVIEW

Ex-Im Bank has established the Private Outreach Program (POP) to expand the knowledge base of Ex-Im Bank's programs and export finance to small businesses and lenders. The POP participants will be private companies committed to educating the exporting community in export finance and Ex-Im Bank's small business programs. The goal is to increase Ex-Im Bank's ability to reach more of the exporting community with a broader scope of information. POP will be done on a pilot basis for 1 year.

As an example, a POP participant may give a seminar to bankers on how to set up an international division or how to work with letters of credit. Exporters may be shown the various ways to charge for shipping, how to monitor accounts receivable and how to work with their bank for maximum cash flow. Ex-Im Bank's small business programs will be part of the material discussed.

Outreach efforts will be targeted in accordance with Ex-Im Bank's priorities. Approved participants will be able to advertise their relationship with Ex-Im Bank and may use Ex-Im Bank's logo. POP participants will not be paid by Ex-Im Bank, rather they may receive a fee from the seminar attendees. Ex-Im Bank does not dictate the fee arrangements. Ex-Im Bank will be reimbursed for its out-of-pocket expenses.

REQUIREMENTS FOR PARTICIPATION

Ex-Im Bank must determine that the potential participant has the knowledge and financial resources to carry out an aggressive outreach campaign. Candidates will be judged according to the following criteria:

1. Overall qualifications of the individuals involved, including their knowledge of export finance, banking and Ex-Im Bank programs
2. Ability to present informative seminars, including materials to be distributed, visual aids and the teaching ability of the trainers
3. Overall financial ability of the participant to carry out a training program

In order to make this determination, Ex-Im Bank requires the following information:

1. Background & financial information
 - A. Background, ownership and purpose of the business
 - B. Experience in export finance/banking activities
 - C. Two (2) credit references

2. Individual qualifications
 - A. Resumes of trainers and management
 - B. Past instructional/seminar experience of trainers
 - C. Required attendance at Ex-Im Bank's 3.5 day training
 - D. Two (2) references concerning speaking/training abilities
3. Seminar information
 - A. Prior submission of hand-out materials and visual aids for Ex-Im Bank's review
 - B. Presentation of seminar (condensed) to Ex-Im Bank
4. Outreach Information
 - A. Budget for first six (6) months of the outreach effort including the sources of funding
 - B. Information on the pricing, timing and location of the seminars
 - C. Goals of seminars in terms of number of attendees and learning objectives
 - D. Marketing plan for the seminars in accordance with Ex-Im Bank's objectives such as
 1. community banks and/or
 2. small businesses
 - E. Lists of participants for its follow up and mailings
 - F. Completed seminar evaluation forms for review

RESPONSIBILITIES OF EX-IM BANK

Upon Ex-Im Bank approval based on the above criteria, Ex-Im Bank will be prepared to do the following:

1. Help market the next six (6) months of seminars through
 - A. Mailing to Ex-Im Bank's mailing list (on a geographic basis) of a brochure or other item prepared by the participant
 - B. Mailing to participant's directed lists, up to 5,000 annually
 - C. Promote seminars in Ex-Im Bank's newsletter's calendar of training, depending on space availability
 - D. Put seminar schedule on Ex-Im Bank's Web site
 - E. Inform outreach partners such as City/State Partners and Trade Association Partners for possible cosponsorship and/or participation
2. Link to participant's Web site
3. Provide Ex-Im Bank's standard materials for seminars
 - A. Standard information handouts, hard copies of overheads
 - B. Ex-Im Bank's slide shows
4. Allow Ex-Im Bank's marketing logo to be used on promotional materials
5. With appropriate disclaimer, allow participant to say it has been "approved" by Ex-Im Bank.

MORE INFORMATION

Interested parties should call the POP coordinator, Augustine A. Grace, at 202-565-3916.